



# FieldWatch<sup>®</sup>

Communication. Cooperation. Collaboration.

## Growing Good Neighbors through Stewardship & Communication





# Mission

To develop and provide easy-to-use, reliable, accurate and secure on-line mapping tools intended to enhance communications that promote awareness and stewardship activities between growers, beekeepers and pesticide applicators.

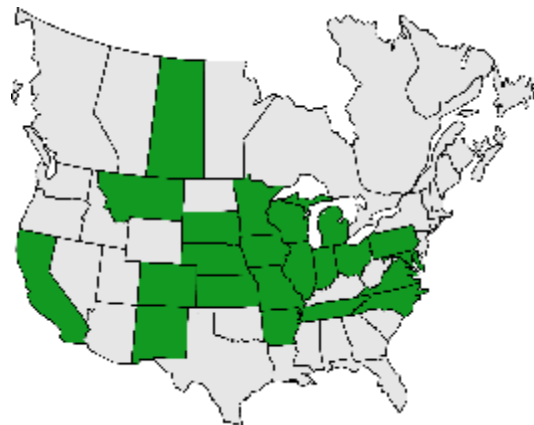


# A DECADE OF SUCCESS

## 3 MAPPING TOOLS



## 22 STATES + 1 PROVINCE



**30,000+  
INDIVIDUAL USERS**

**37,000+  
REGISTERED SITES**

## 2 MOBILE APPS



FieldCheck by  
FieldWatch  
FieldWatch, Inc.  
Everyone



INSTALL



BeeCheck  
FieldWatch, Inc.  
Everyone



INSTALL





# Why FieldWatch?

- 🌱 Stewardship
- 🌱 Communication
- 🌱 Data / Knowledge
- 🌱 Voluntary
- 🌱 Free to Use – Easy to Access
- 🌱 Our Industry relies on Relationships and Respect for our Neighbors
- 🌱 Freedom to Operate



# Board of Directors

## PRODUCERS:

**Steve Smith** – Red Gold  
**Levi Huffman** – Huffman & Hawbaker Farms  
**Jared Brooks** – Razorback Farms  
**Brant Harrison** – Kokopelli Produce (Treasurer)

## APPLICATORS:

**Scott Schertz** – Schertz Aerial Service  
**Lisa Nichols** – Nutrien Ag Solutions  
**Jeff Bunting** – GROWMARK  
**Jason Roth** – Winfield United

## MANUFACTURERS:

**Trey Davis** – Bayer Crop Science  
**Elisha Modisett Kemp** – Corteva Agriscience (Vice Chair)  
**Caydee Savinelli** – Syngenta  
**Burleson Smith** – BASF (Secretary)

## AT-LARGE:

**KJ Johnson** – Illinois Fertilizer & Chemical Assn (Chair)  
**Tami Griffin** – Aon Risk Solutions  
**Patrick Jones** – North Carolina Dept of Agriculture & Consumer Services  
**OPEN** – To Be Filled Fall/Winter 2019

## EX-OFFICIO:

**Karen Plaut/Bernie Engel** – Purdue Department of Agriculture



# FieldWatch Sponsors

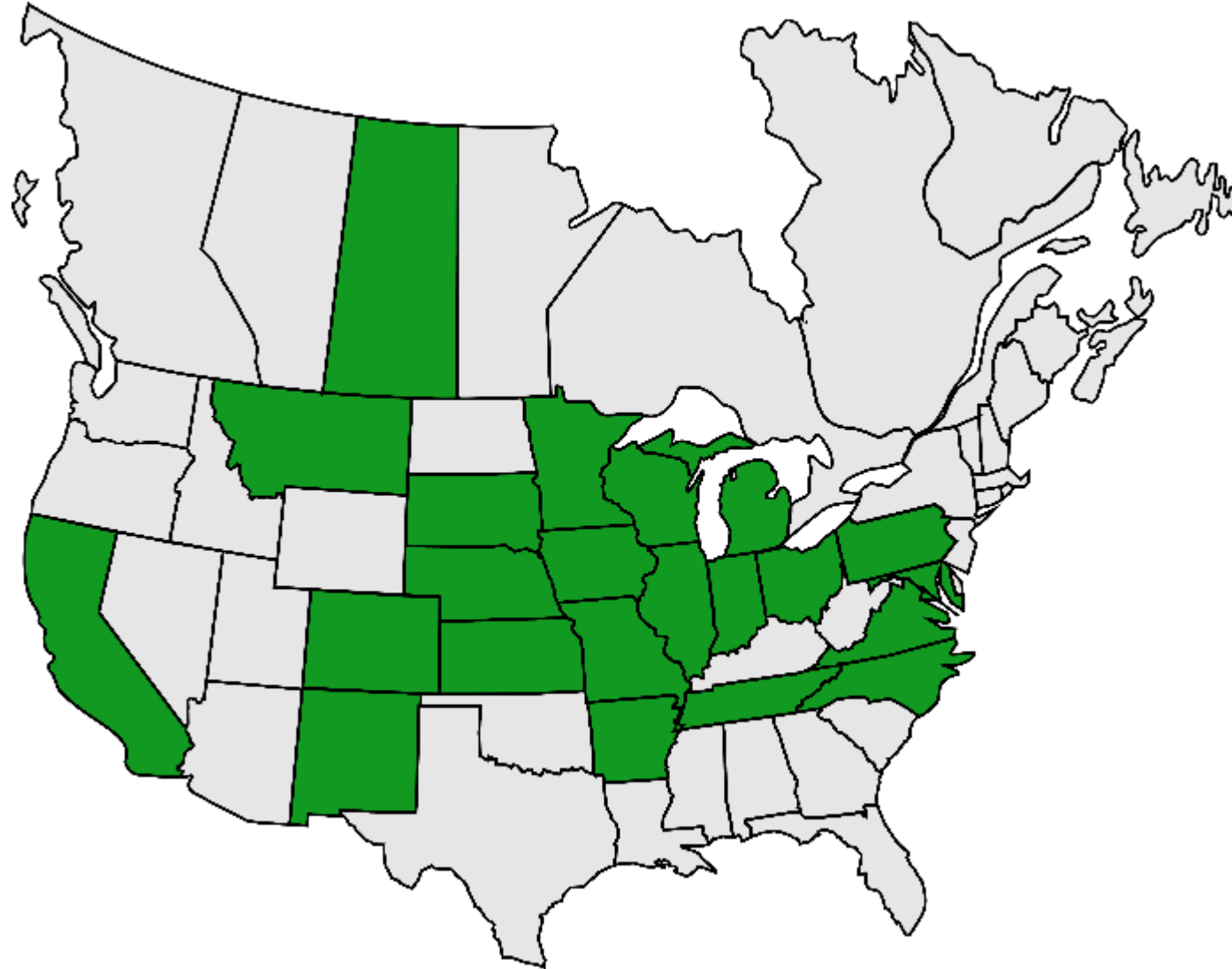
**Agribusiness Assn of Iowa**  
**Almond Board of California**  
**Aon Risk Solutions**  
**BASF Corporation**  
**Bayer Crop Science**  
**Colorado Agriculture Aviation Assn.**  
**Corteva Agriscience**  
**CropLife America**  
**Del Monte**  
**Gowan**  
**GROWMARK**  
**Illinois Agricultural Aviation Assn**  
**Illinois Farm Bureau**  
**Illinois Fertilizer and Chemical Assoc.**  
**Indiana Horticultural Society**

**John Deere**  
**MFA, Inc.**  
**Michigan Farm Bureau**  
**Midwest Food Products Association**  
**Minnesota Crop Production Retailers**  
**Nutrien Ag Solutions**  
**Purdue University**  
**Red Gold, Inc.**  
**Schertz Aerial Service**  
**South Dakota Agri-Business Assoc.**  
**Syngenta**  
**Valent**  
**Winfield United**  
**Wolf Consulting & Research, LLC**  
**2-4, D Task Force**

# FieldWatch Footprint: 22 States + SK

## New in 2019:

- ✓ Maryland
- ✓ California
- ✓ Pennsylvania





# FieldCheck® Applicator View

Go To My Location

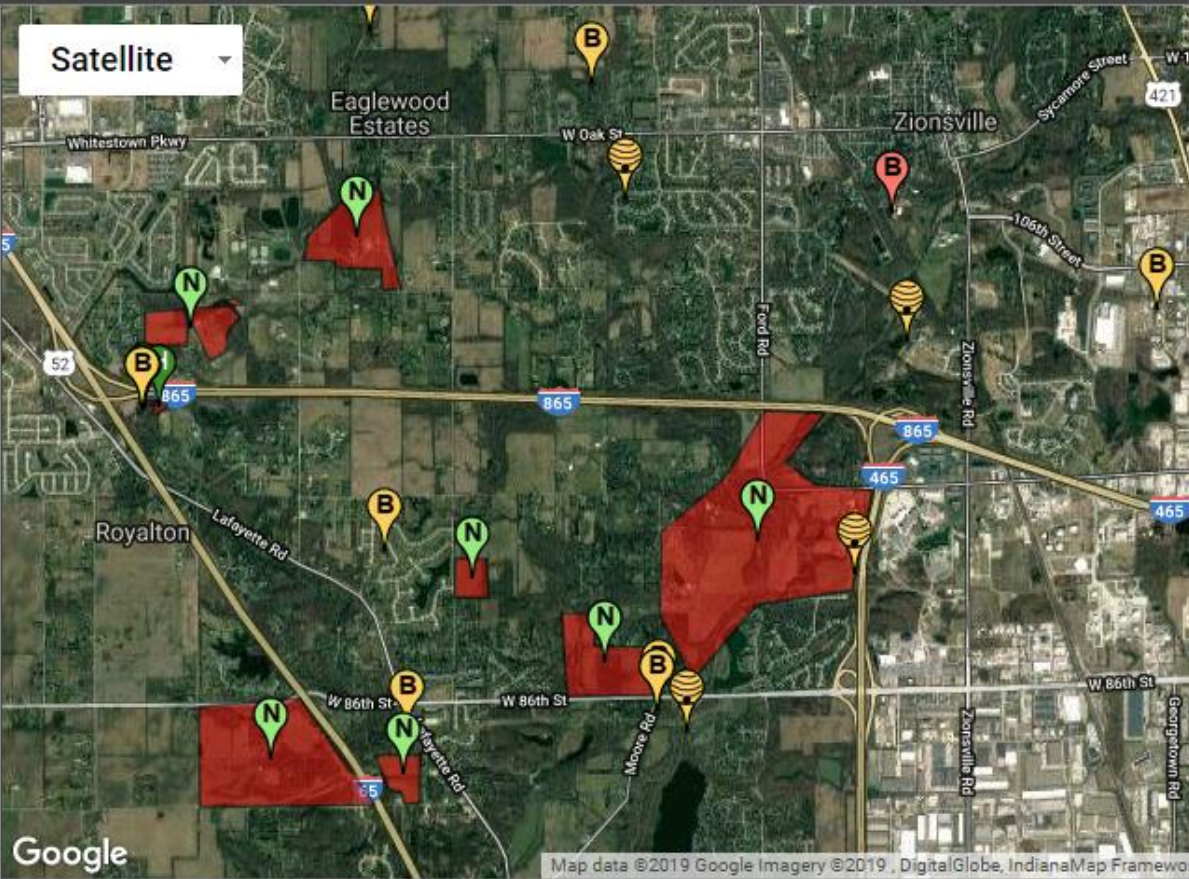
**Filter Growing Conditions**

- ☒ All
- ☒ Conventionally Grown
- ☒ Organically Grown (in states permitted)
- ☒ Certified Organic

**Filter Crop Types** ALL STATES IN

- ☒ All
- ☒ Beehives
- ☒ Christmas Trees
- ☒ Fish Farm
- ☒ Floriculture or Greenhouse
- ☒ Fruits
- ☒ Grapes
- ☒ Greenhouse - High Tunnel
- ☒ Hardwood Plantation
- ☒ Hops
- ☒ Mint or Herbs
- ☒ Non-specialty Certified Organic
- ☒ Non-specialty Transition to Certified Organic

Satellite



Google

Map data ©2019 Google Imagery ©2019 DigitalGlobe, IndianaMap Framework

**driftwatch**  
Specialty Crop Site Registry  
by FieldWatch

INDIANA SPECIALTY CROP SITE REGISTRY

[Home](#) [About](#) [FieldWatch Map](#) [Order Signs](#) [Contact](#)

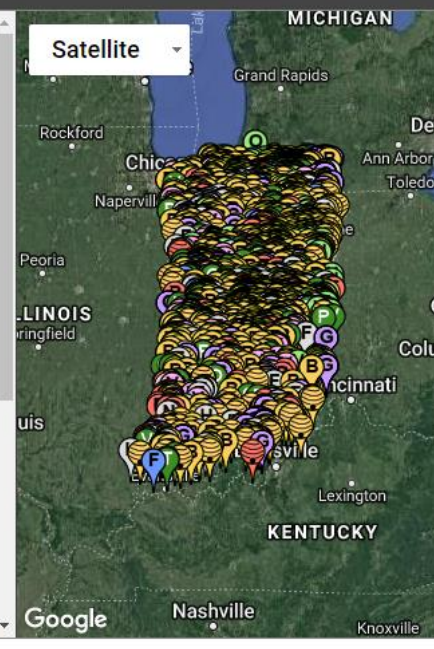
Go To My Location

**Filter Growing Conditions**

- ☒ All
- ☒ Conventionally Grown
- ☒ Organically Grown (in states permitted)

**Filter Crop Types** ALL STATES IN

Satellite




Google





# FieldCheck Contact Box

**FieldWatch**MISSOURI SPECIALTY CROP SITE REGISTRY  
Communication. Cooperation. Collaboration.

[Home](#) [About](#) [Field](#)

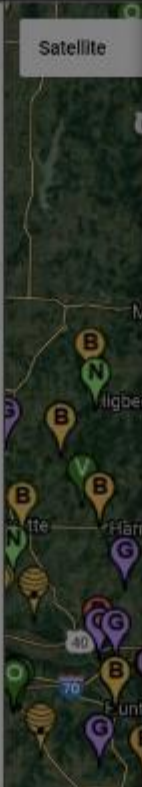
[SUBMIT NEW SITE](#) [Go To My Location](#)


**Growing Conditions**

- ☒ All
- ☒ Conventionally Grown
- ☒ Organically Grown (in states permitted)
- ☒ Certified Organic

**Crop Types** [ALL STATES](#) [MO](#)

- ☒ All
- ☒ Beehives
- ☒ Berries
- ☒ Grapes
- ☒ Non-specialty Certified Organic
- ☒ Non-specialty Transition to Certified Organic
- ☒ Nursery Crops
- ☒ Orchard (Nuts, Fruit, Trees)
- ☒ Pumpkins or Melons
- ☒ Vegetables
- ☒ Other



**BEEHIVES**

Information

**Beehive MO-18111**  
Submitted 08/04/2016 Approved 08/04/2016  
Updated 08/04/2016  
Number of Hives for this submission: 10

**Producer:** Jess Jacobs

**Company:** Spirit entrprises, llc

**Email:** [jhjacobs@gmail.com](mailto:jhjacobs@gmail.com)

**Address:** 138 south old highway 61  
Eolia MO 63344

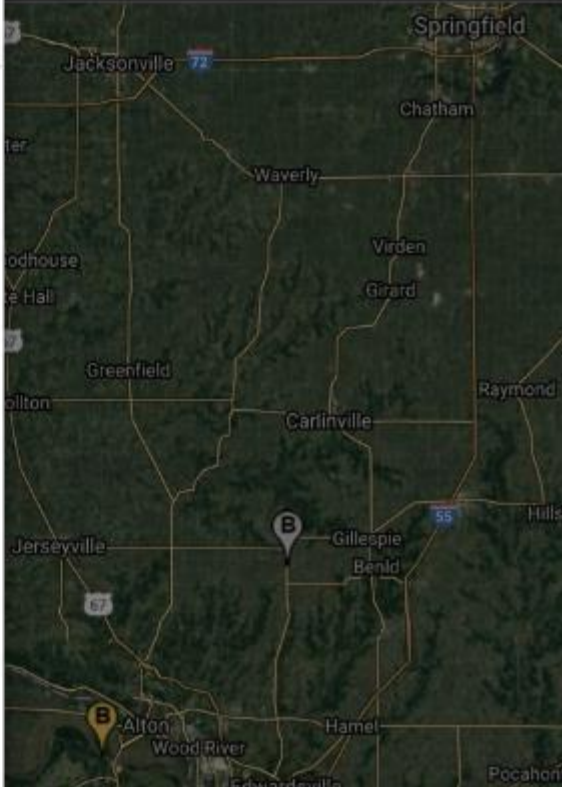
**Phone:** [904-537-0498](tel:904-537-0498)


**Purpose:** Commercial Honey Producing Bees

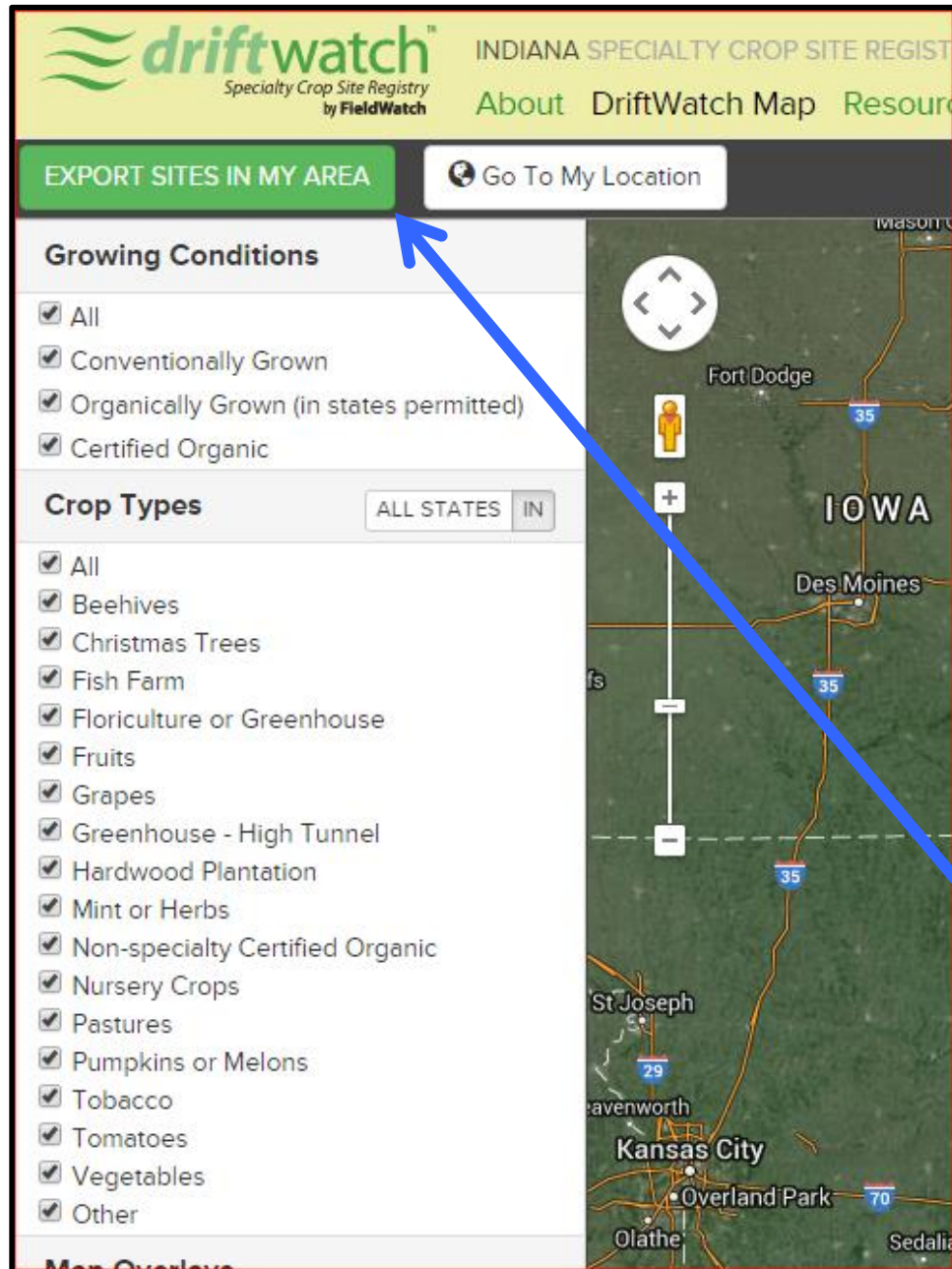
**Location Type:** Permanent for the Season

**My FieldWatch**

Search by Address, Zip Code, etc.



9  **FieldWatch**



## Applicator Access

- 🌱 **Public Map (FREE)**
  - All crop sites
  - Most beehives
- 🌱 **Register with FieldCheck (FREE)**
  - All crop sites
  - All beehives
  - Email notifications of new sites
- 🌱 **Member Data Subscription**
  - All sites
  - Downloadable or live stream through software provider



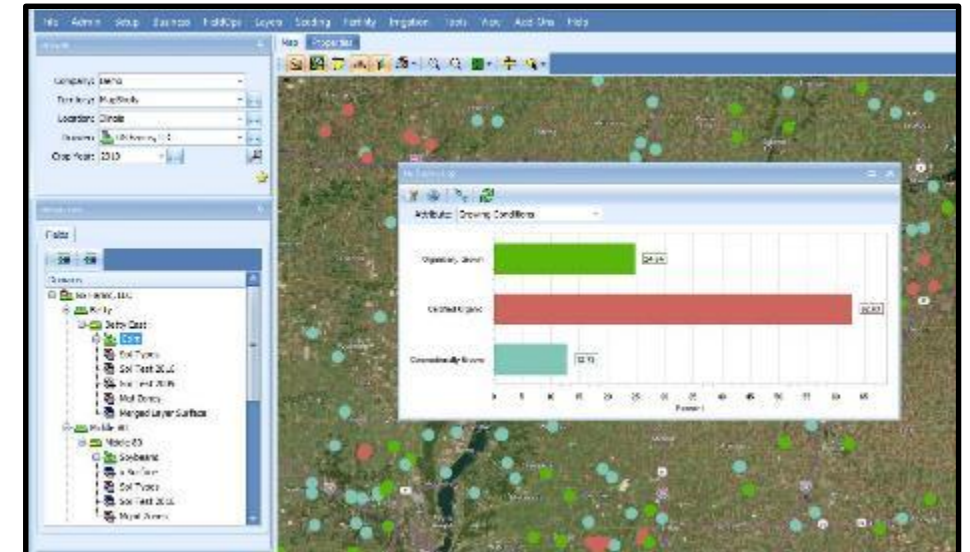
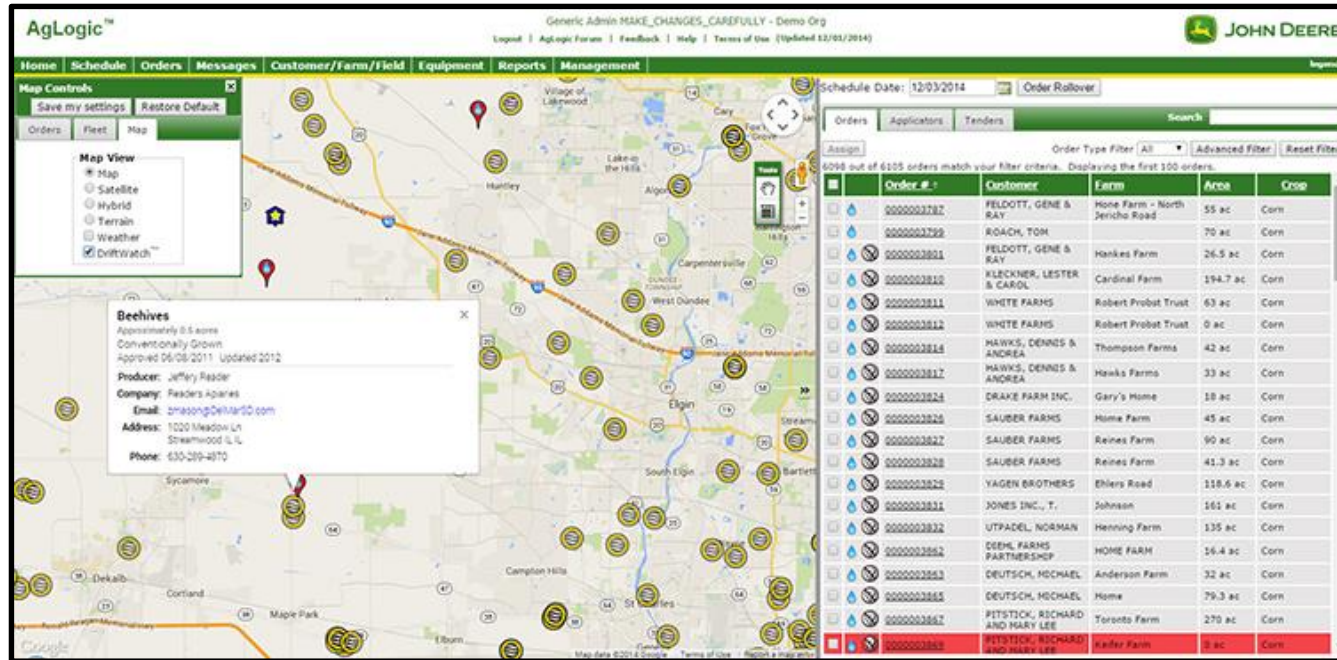
# Technology Partners

## Software Partners\*

Esri ArcGIS      SSI Agvance  
Ground Point Nine   Chem Man  
MapShots AgStudio CropTrak  
Soilmap      AgLogic  
EFC Systems      Agrible

## Licensee Partners\*

AgriData Inc.  
AgriSmart Information Systems  
AgSync, Inc.



\*A few companies have asked for privacy

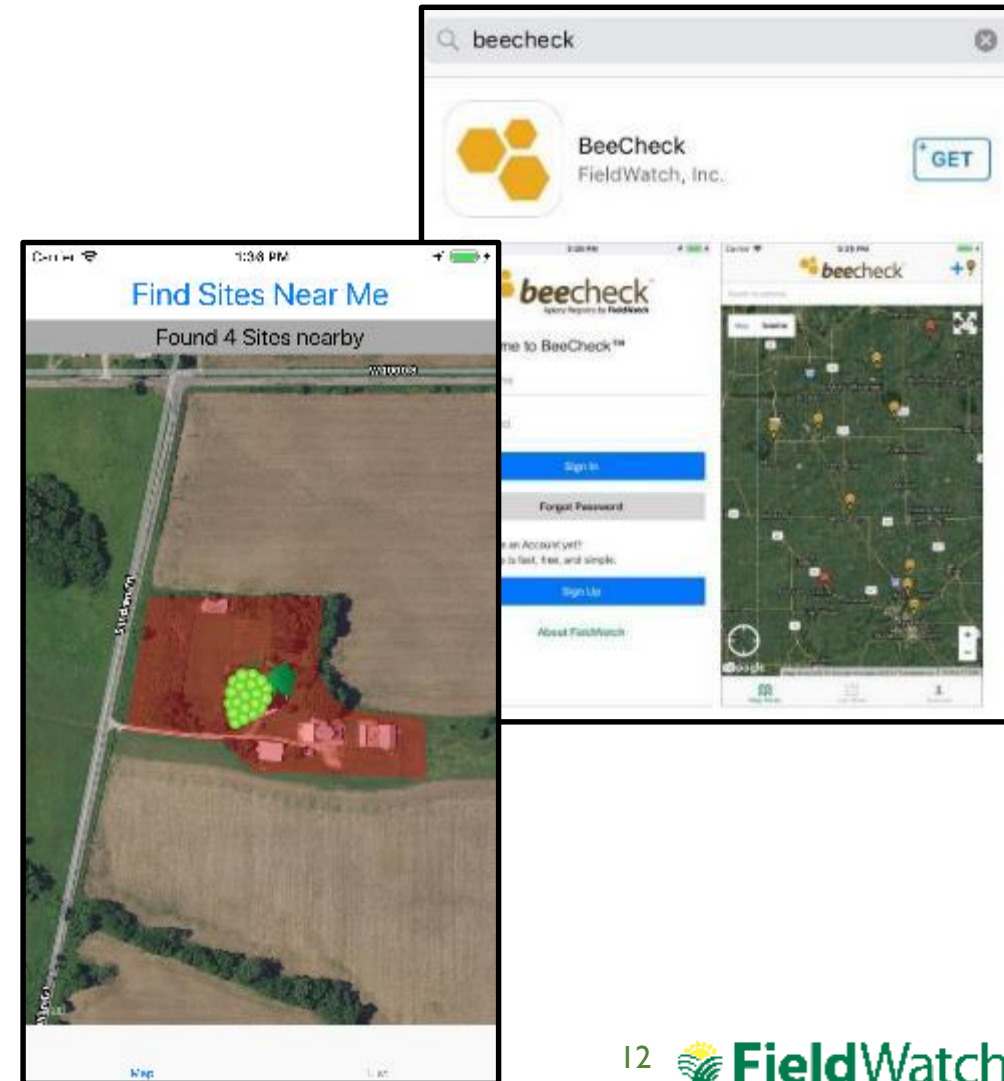
# New Apps Launched in 2018!

## ✓ FieldCheck for Applicators & Growers

- Map: Detailed Site, Contact View, Find Sites Near Me
- Options on defined “Alert Area”
- Notification when sites added or removed
- Increased functionality and visibility
- API design to communicate with other technology platforms
- Available for FREE on Apple/Android systems

## ✓ BeeCheck for Beekeepers

- Increased functionality; ease of moving hives with GPS
- Same security functions (allows for privacy)
- Available for FREE on Apple/Android systems

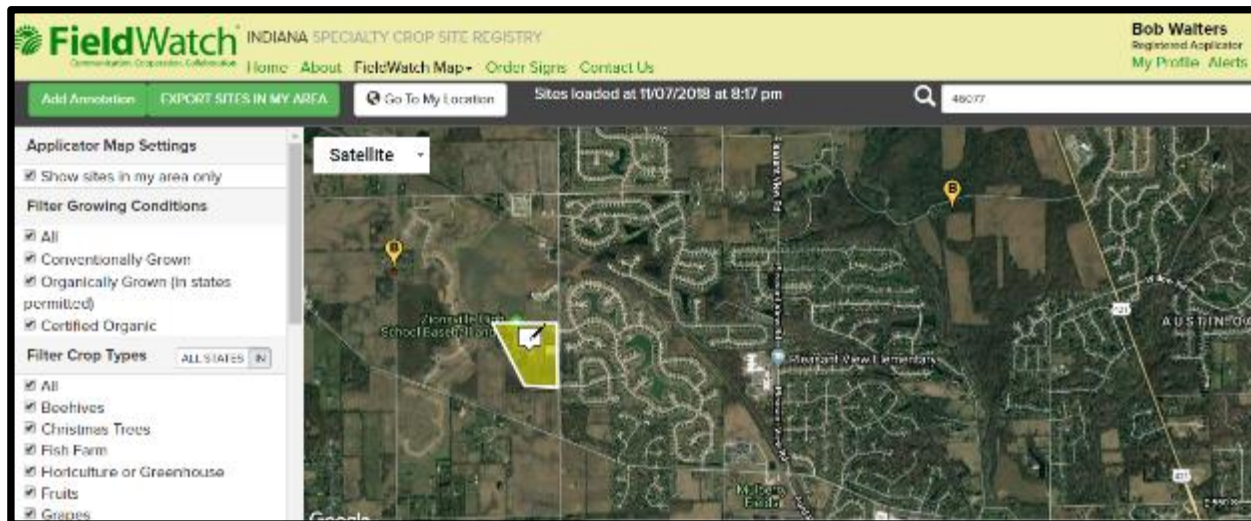




# Private “Annotation Layer” Launched in 2019!

## ✓ New “Annotation” Feature for Applicators

- Wholly owned and controlled by the applicator
- No review/approval required by State Data Steward
- To be used for sites that are “out of scope” (i.e. gardens) or for sites that don’t participate in FW
- Will not go through typical renewal process (applicator’s responsibility to update/remove)
- Ability to share and make changes to your private layer



**New Annotation**

✓ **Name** ?  
School

✓ **Notes** ?  
elementary school - avoid spray

✓ **End Date** ?  
☒ Never expire annotation  
☐ Date annotation will expire from your private layer:  
mm/dd/yyyy

**Lookup Site On Map** ?  
☒ Center the map on the following address, postal code, or lat/lon pair:  
Search by Address, Zip Code, Lat/Lon, etc.  
☐ I already have the map near my site's location  
☐ Center the map using my current location

# Outreach & Education Tools

@FieldWatchInc

## Communication Assets for States & Partners:

- ✓ FieldWatch Branded Collateral
- ✓ Newsletters
- ✓ Banners and other tools for State Partners
- ✓ PowerPoints
- ✓ User Guides
- ✓ FAQs
- ✓ Social Media
- ✓ Web Resources: [www.fieldwatch.com/resources](http://www.fieldwatch.com/resources)
- ✓ How-To Videos



An online mapping registry to promote communications between producers of specialty crops, beekeepers, and pesticide applicators in support of ongoing stewardship activities.

Learn more and sign up at: [FieldWatch.com](http://FieldWatch.com)

Follow us: @FieldWatchInc





# Field Signs Available

To further promote awareness & communication in the field







# On the Horizon

- 🌱 Growth in Users, States & Sponsors
- 🌱 Collaboration with Tech Companies
- 🌱 Continued Innovation





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*Thank you for the opportunity!*